

IN THE CLAIMS:

Please amend claims 1, 32 and 35-37 as follows:

1. (Currently Amended) An Internet advertising system comprising:

a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation graphics, animated graphics and full-motion video, a given item within the selected component of the multimedia presentation represented by containing an embedded placeholder, the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded placeholder, each advertisement being indexed by at least one demographic indicator;

means for identifying at least one demographic characteristic of a user;

means for selecting one advertisement from the set of advertisements, the selector means including a comparison of the user's at least one demographic characteristic with the at least one demographic indicator of each advertisement to select the most relevant advertisement for the user;

means for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the inserter

means creating a seamless advertisement programmed to dynamically
contained follow the series of actions of the given item
integrated within in the multimedia presentation and targeted to
the user's demographic characteristics; and

means for delivering the multimedia presentation to the
user.

2. (Original) The system of claim 1 further comprising a
hyperlink in the advertisement contained in the multimedia
presentation.

3. (Original) The system of claim 2 wherein the hyperlink in
the advertisement is a hyperlink to an advertiser's website.

4. (Original) The system of claim 1 wherein the multimedia
presentation is an animation.

5. (Original) The system of claim 4 wherein the animation is
created using Flash.

6. (Original) The system of claim 5 wherein the Flash
animation is an original presentation.

7. (Original) The system of claim 5 wherein the Flash animation is a pre-existing presentation and the embedded placeholder is then added to the pre-existing presentation.

8. (Original) The system of claim 1 wherein the multimedia presentation includes at least two embedded placeholders.

9. (Original) The system of claim 8 further comprising multiple sets of advertisements, each set of advertisements corresponding to one of the at least two embedded placeholders.

10. (Original) The system of claim 1 wherein the identifier means includes cookies generated by an Internet browser of the user.

11. (Original) The system of claim 1 wherein the identifier means includes a survey completed by the user.

12. (Original) The system of claim 1 wherein the inserter means is a computer program.

13. (Original) The system of claim 1 wherein the computer program is Generator.

14. (Original) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is also stored on the first server.

15. (Original) The system of claim 12 wherein the computer program is stored on a first server and the multimedia presentation containing the embedded placeholder is stored on a second server.

16. (Original) The system of claim 1 wherein the delivery means is an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user.

17. (Original) The system of claim 16 further comprising a syndication network.

18. (Original) The system of claim 17 wherein the syndication network collects the multimedia presentation and the selected advertisement, and the syndication network delivers the multimedia presentation containing the selected advertisement to the user's computer.

19. (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation and the selected advertisement separate from one another, and a server in the syndication network inserts the selected advertisement into the multimedia presentation.

20. (Original) The system of claim 18 wherein the syndication network collects the multimedia presentation having the selected advertisement inserted therein previous to entering the syndication network.

21. (Original) The system of claim 18 wherein the syndication network collects information relating to the identifier means from the user's computer and delivers the identifier information to the selector means.

22. (Original) The system of claim 1 further comprises a media buyer providing at least a portion of the set of advertisements.

23. (Original) The system of claim 22 wherein the media buyer receives information relating to the identifier means from the user's computer.

24. (Original) The system of claim 21 wherein the identifier information from the syndication network is further delivered to a media buyer.

25. (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and from the media buyer to the selector means.

26. (Original) The system of claim 24 wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means.

27. (Original) The system of claim 1 further comprising an advertisement charge to the sponsor of the selected advertisement delivered in the multi-media presentation.

28. (Original) The system of claim 27 wherein the sponsor's advertising charge is paid to an owner of the multimedia presentation.

29. (Original) The system of claim 27 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation and an owner of a media buyer providing the selected advertisement.

30. (Original) The system of claim 29 wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the inserted advertisement, and an owner of the delivery means for providing the multimedia presentation to the user.

31. (Original) The system of claim 30 wherein the delivery means is a syndication network.

32. (Currently Amended) An Internet advertising system comprising:

a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation graphics, animated graphics and full-motion video, a given item within the selected component of the multimedia presentation represented by containing an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

a set of advertisements corresponding to the embedded placeholder;

means for selecting one advertisement from the set of advertisements;

means for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the inserter means creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within contained formed in the multimedia presentation; and means for delivering the multimedia presentation to a user.

33. (Original) The system of claim 32 wherein the selector randomly selects the advertisement.

34. (Original) The system of claim 32 wherein the seamless advertisement is dynamically contained in the multimedia presentation.

35. (Currently Amended) An Internet advertising system comprising:

an original, Flash animation multimedia presentation comprising at least one component selected from a group consisting of computer generated animation graphics, animated graphics and full-motion video, a given item within the selected component of the Flash animation multimedia presentation represented by containing an embedded placeholder, and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

multiple sets of advertisements, each set of advertisements corresponding to one of each of the at least two embedded placeholders, and each advertisement being indexed by at least one demographic indicator;

cookies generated by an Internet browser of a user for identifying at least one demographic characteristic of the user;

means for selecting one advertisement from the set of advertisements, the selector means including a comparison of the user's cookies with the at least one demographic indicator of each indexed advertisement to select the most relevant advertisement for the user;

a Macromedia Generator computer program for inserting the selected advertisement into the embedded placeholder of the multimedia presentation, the Generator computer program creating a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within ~~contained in~~ the multimedia presentation and targeted to the user's demographic characteristics;

a syndication network for delivering the multimedia presentation to the user over an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user;

a media buyer providing at least a portion of the set of advertisements, wherein the identifier information

is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

a fee charged to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia presentation, an owner of the syndication network and an owner of the media buyer;

an advertisement charge to the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an advertiser's website.

36. (Currently Amended) An Internet advertising method comprising:

providing a multimedia presentation comprising at least one component selected from a group consisting of computer generated animation graphics, animated graphics and full-motion video, a given item within the selected component of the multimedia presentation represented by containing an embedded placeholder,

and the embedded placeholder programmed to follow a series of actions of the given item within the multimedia presentation;

providing a set of advertisements corresponding to the embedded placeholder, each advertisement being indexed by at least one demographic indicator;

identifying at least one demographic characteristic of a user;

selecting one advertisement from the set of advertisements, the advertisement selection includes a comparison of the user's at least one demographic characteristic with at least one demographic indicator of each advertisement, wherein the most relevant advertisement for the user is selected;

inserting the selected advertisement into the embedded placeholder of the multimedia presentation, wherein a seamless advertisement programmed to dynamically follow the series of actions of the given item integrated within contained in the multimedia presentation and targeted to the user's demographic characteristics is created; and

means for delivering the multimedia presentation to the user.

37. (Currently Amended) An Internet advertising method comprising:

providing an original, Flash animation multimedia presentation comprising at least one component selected from a

group consisting of computer generated animation graphics,
animated graphics and full-motion video, at least two given items
within the selected component of the Flash animation multimedia
presentation represented by containing at least two embedded
placeholders, and the at least two embedded placeholders
programmed to follow a series of actions of the at least two
given items within the multimedia presentation;

providing multiple sets of advertisements, each set of
advertisements corresponding to one of each of the at least two
embedded placeholders, and each advertisement being indexed by at
least one demographic indicator;

identifying cookies generated by an Internet browser of a
user, wherein at least one demographic characteristic of the user
is identified;

selecting one advertisement from the set of advertisements,
the selector means including a comparison of the user's cookies
with the at least one demographic indicator of each indexed
advertisement to select the most relevant advertisement for the
user;

inserting the selected advertisement into the embedded
placeholder of the multimedia presentation using a Macromedia
Generator computer program, the Generator computer program
creating a seamless advertising advertisement programmed to
dynamically follow the series of actions of the at least two
given items integrated within contained in the multimedia

presentation and targeted to the user's demographic characteristics;

providing a syndication network for delivering the multimedia presentation to the user over an Internet connection between a first server storing the multimedia presentation containing the embedded placeholder and a computer operated by the user;

providing at least a portion of the set of advertisements through a media buyer, wherein the identifier information is delivered from the syndication network to the media buyer and the identifier information is also delivered from the syndication network to the selector means;

charging a fee to the user for delivery of the multimedia presentation, the user fee being apportioned to a group comprising an owner of the multimedia presentation, an owner of the syndication network and an owner of the media buyer;

charging the sponsor of the advertisement delivered in the multi-media presentation, wherein the sponsor's advertisement charge is apportioned to a group comprising an owner of the multimedia presentation, an owner of a media buyer providing the selected advertisement, and an owner of the delivery means for providing the multimedia presentation to the user; and

a hyperlink in the advertisement contained in the multimedia presentation, wherein the hyperlink takes the user to an

- 15 -

advertiser's website.